

Instructions:

Before the course, select four of the 11 tool topics to insert into the presentation, including at least one tool from each of the three goal categories. Replace each tool placeholder slide with the slides associated with each selected tool by moving or copy/pasting the slides from this section into the placeholder space. Delete the placeholder slide.

The goal categories are identified at the bottom of each tool slide and include:

1. Support the Rural Landscape
2. Help Existing Places Thrive
3. Create Great New Places

Select tools that are relevant to the region where the module will be conducted. Each tool discussion features a real-world example of where it has been used. You may choose to select the tools with examples in a region the same or similar to the workshop location. For example, an instructor conducting a workshop in a rural Midwestern community may select tools that have examples pulled from other Midwestern areas (such as tools #8 and #10).

You may also tailor the selection of the tools to the workshop based on your knowledge about the needs or existing conditions of the region. For example, if a region is already using a Transfer of Development Rights Program (tool #4), it would be best to select a different tool from Goal #1 to introduce new concepts or ideas to the participants.

Finally, choose tools that you will be comfortable presenting and answering questions about. Prior to selecting the tools, you may find it valuable to review the detailed explanations of the tools are available in Handout Two: Putting Smart Growth to Work in Rural Communities.

MENU OF TOOL TOPICS (Choose 4 out of the 11 listed)



Instructions:

Tool #2 begins with this slide. It focuses on the first goal and the second strategy listed under it on Handout One: Putting Smart Growth to Work in Rural Communities.

If you choose this tool to for discussion, replace one of the tool placeholder slides with the slides associated with this tool by moving or copy/pasting the slides from this section into the placeholder space. Delete the placeholder slide.

Script:

“The first goal we discussed was to support the rural landscape. A number of proven strategies can be used to help create an economic climate that enhances the viability of working lands and conserves natural lands. One of these strategies is to cultivate economic development strategies that rely on traditional rural landscapes. We will identify some tools and policies that support it, and then we will focus in on one specific tool, agritourism and ecotourism.”



**GOAL #1:
SUPPORT THE
RURAL LANDSCAPE**

*Strategy B: Cultivate Economic
Development Strategies that Rely on
Traditional Rural Landscapes*



Slide: 1

Time: 1 Minute

Instructions:

Introduce the strategy, and mention the possible tools and policies related to it.

Script:

“Successful economic development strategies are rooted in the unique characteristics of a place, including the community’s natural assets. For rural areas, this often means creating economic development strategies that link to the traditional rural landscape.

Possible tools and policies related to this strategy include: purchase of development rights; conservation easements; fee simple acquisition; and agritourism and ecotourism. Many of these tools and policies are best implemented at the regional level, as resource-based economic activities often take place throughout a region and communities and counties can be more effective by partnering on these efforts. We’re going to focus on agritourism and ecotourism. Information on the other tools and policies is included in Handout One: Putting Smart Growth to Work in Rural Communities.”

Strategy B: Cultivate Economic Development Strategies that Rely on Traditional Rural Landscapes

Successful economic development strategies leverage a community's natural assets. For rural areas, the surrounding landscape is an important asset.

Tools and Policies:

- Purchase of development rights
- Conservation easements
- Fee simple acquisition
- **Agritourism and ecotourism**



Goal #1: Support the Rural Landscape

Slide: 2

Time: 1 Minute

Instructions:

Explain the concepts of agritourism and ecotourism.

Script:

“Agritourism and ecotourism use the traditional rural landscape and its associated products and activities as a visitor attraction. Agritourism activities can include farm visits and overnight stays at farm bed-and-breakfast operations. This may include the chance to help with farming and ranching tasks. Agritourism can also include recreational activities like hunting and fishing. Ecotourism targets an ecoconscious segment of the population who want to engage in nature-related tourism on conservation lands while reducing the ecological footprint of their visit. This can include hiking, camping, birdwatching and a range of other outdoor activities. Agritourism and ecotourism promotion are best implemented at the regional level because tourists will be interested in visiting places across the region, and a strong regional brand will help strengthen local economic development efforts.”

Strategy B: Cultivate Economic Development Strategies that Rely on Traditional Rural Landscapes

Agritourism/Ecotourism: Capitalizes on the traditional rural landscape and associated products and activities as visitor attractions



- **Agritourism** - attracts visitors who are interested in learning about farming and agricultural products
- **Ecotourism** - attracts visitors who are interested in experiencing the natural environment



Goal #1: Support the Rural Landscape

Slide: 3

Time: 1 Minute

Instructions:

Explain the benefits of agritourism and ecotourism.

Script:

“A major benefit of cultivating economic development strategies that rely on traditional rural landscapes is that it creates economic opportunity from the rural landscape while keeping it intact. In other words, it is not necessary to urbanize the landscape in order to have economic development. Agritourism provides an opportunity for farmers to diversify their income by serving visitors. This can include activities like “u-pick” produce operations, fruit stands, farm stays and bed and breakfast operations, pumpkin patches, and hay rides. Both agritourism and ecotourism rely on the ability to offer visitors the opportunity to experience an authentic rural landscape, which aligns the goals of economic growth with the goals of preserving rural character. Agritourism and ecotourism are not viable when the character of the rural landscape is compromised.”

Strategy B: Cultivate Economic Development Strategies that Rely on Traditional Rural Landscapes

Agritourism/Ecotourism Benefits

- Leverages the natural landscape to attract economic opportunity while preserving rural character
 - Not necessary to urbanize the landscape to have economic development
- Provides an opportunity for farmers to diversify their income by serving visitors



Goal #1: Support the Rural Landscape

Slide: 4

Time: 1 Minute

Instructions:

Explain one example of successful implementation of agritourism/ecotourism.

Script:

“As featured on this slide, California’s Apple Hill is an agritourism success story. The Apple Hill growers association was established in 1964 and has grown to over 50 participating ranches. The growers association markets the area as a tourist destination, where people from nearby urban areas in Northern California can visit working ranches and engage in activities such as apple picking, Christmas tree cutting, and winetasting. There are farmstands, restaurants, and other retail offerings. The association promotes a calendar of special events that occur throughout the year, and the association produces a printed guide to the area, as well as a website. According to an economic impact study commissioned by the association, the median ranch reported 70 percent of its visitors were from outside of the county, and the Apple Hill activities supported approximately 200 jobs and \$20 million in economic output, as of 2006.”

Strategy B: Cultivate Economic Development Strategies that Rely on Traditional Rural Landscapes

Agritourism and Ecotourism Example
Apple Hill, El Dorado County, CA

- Growers association markets area as a tourist destination
- Apple picking, farm stands, Christmas tree farms, wineries and vineyards, ranches
- Year-round special events
- Supported 200 jobs and \$20 million in output



Goal #1: Support the Rural Landscape

Slide: 5

Time: 1 Minute

Additional Information:

Refer to the following publication for more background information on this example: <http://www.strategiceconomicresearch.org/AboutUs/AHGAImpacts.pdf>